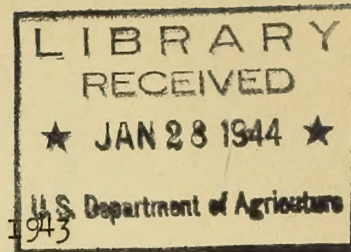


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WAR FOOD ADMINISTRATION
Food Distribution Administration
Washington 25, D. C.



December 1943

SOYA PRODUCTS DISTRIBUTION

This is a partial list of companies that retail products containing soya, the names of the products distributed, and their areas of distribution.

To give a complete list of domestic soya products and their distribution is impractical at this time. In furnishing this partial list in an effort to aid you, it should be understood that no discrimination is intended and no guarantee of reliability is implied.

Before using the list, it may be well to remember two points:

1. Distribution of soya products is still not thorough in all localities, but it has spread rapidly in the past few months and companies indicate that further expansion is planned. With new food products, increases in consumer demand and distribution must go hand-in-hand.
2. It cannot be expected that all stores in all localities will carry all products. Consumers who cannot find certain items and who wish to have them stocked should let this fact be known to their local retailers and distributors. Store managers wish to stock their stores with items which the public wants to purchase.

Compiled by the Grain Products Branch,
Food Distribution Administration

Attachment
R-338

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THE FOOD AND DRUG ADMINISTRATION

There is a general list of suggested food labels for products containing
vitamin, and other of the products described, and which show of
distinction.

To give a complete list of suggested food products and their labels
is impossible at this time. In fact, the list would be
as long as the list of all food, it would be impossible to list all
the products and to give a complete list of labels.

Before using the list, it may be well to consider two points:

1. The list of suggested food products is still not complete in all
localities, and it has been found that in some cases the
products and suggested labels are not in accordance with
the law. The law requires that the products be labeled
and the labels be in accordance with the law.

2. It must be understood that all labels in all localities
will carry the same. However, the labels may vary in
size and the way in which they are placed on the product.
The law requires that the labels be in accordance with the law.
The law requires that the labels be in accordance with the law.

December 1943

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Indicated DistributionTypeProductCompanySoya Processors' Packages for Retail

Commander-Larrabee Milling Co. Minneapolis, Minn.	"Vivasoy"	100% low-fat (solvent extracted) soya flour	Will expand to all areas. Complete distribution in St. Paul, Minneapolis, and Atlanta. Spotty distribution in Chicago, Detroit, and Milwaukee.
Durkee Famous Foods Division Glidden Co. 82 Corona Avenue Elmhurst, I.I., N.Y.	"Soyarich flour" "Soya Bits"	100% full-fat soya flour 100% low-fat (expeller processed) soya grits	Will expand to all areas (practically national) usually carrying Durkee Products; Distribution has just begun in and around New York City, Detroit, Portland, Me., St. Paul, Minneapolis, Pittsburgh.
A.E. Staley Mfg. Co. Decatur, Ill.	"Stoy" (1- and 3- lb. boxes)	100% low-fat (expeller processed) soya flour	Expected to be national by March 1944; now distributed conveniently for 50,000,000 of the population in and around Providence, Utica, Columbia, Sioux City, Peoria, Shreveport, Harrisburg, Sacramento, New York City, Los Angeles, Chicago, Milwaukee, Pittsburgh, Philadelphia, Boston, St. Louis, Minneapolis, St. Paul.
Soya Corporation of America, 30 Rockefeller Plaza, New York City.	"Sycora" Whole soya flour	100% full-fat soya flour	Present distribution - New York City, Philadelphia, Washington, D. C. National distribution intended.
<u>Private Brand Packages</u>			
Cooperative G.L.F. Farm Products, Ind., Terrace Hill Ithaca, N. Y.	G.L.F. High-fat Soybean Flour (2-lb. bag) G.L.F. Toasted Soybean Flakes (2-lb. bag) Land-O-Soy High-fat Soybean flour (2-lb) Land-O-Soy Toasted Soybean grits (2-lb.)	100% soya	Rural and metropolitan markets of Northeast.
H.D. Lee Mercantile Co. Kansas City, Mo.	"Lee Brand" soy flour	100% low-fat soya flour	Kansas, Oklahoma, eastern Colorado, southern Nebraska, Missouri.

<u>Company</u>	<u>Product</u>	<u>Type</u>	<u>Indicated Distribution</u>
P.D.Ridenour Co. Merchandise Mart Chicago, 54, Ill.	"Little Major" Brand	100% low-fat soya flour	Scattered in principal markets all over the United States.
Vee-Bee Company 608 S. Dearborn St. Chicago 5, Ill.	"Vee-Bee Brand"	100% low-fat	Scattered in 36 States. Those not covered largely in inter-mountain and Great Plains area.
<u>Mixes for Pancakes, Waffles, Muffins, Cakes.</u>			
Allied Mills, Inc. Board of Trade Bldg. Chicago, 4, Ill.	"Kreemex" pancake flour	For pancakes and waffles	In Buffalo, New York, and Ohio markets.
Confections, Inc. 160 N. Loomis St. Chicago 7, Ill.	"Soy King Wheat and Soy Mix"	For pancakes, waffles, muffins - 19% soya flour	in 48 States - good distribution in some areas, especially Chicago, Philadelphia, Pacific Coast; scattered in others.
P-Duff & Sons, Inc. Grant Bldg. Pittsburgh 30, Pa.	"Duff's Hot Muffin Mix" - 7.4% soya "Duff's Waffle Mix" - 6.6% soya "Duff's Devil's Food Mix - 4.9% soya		National.
Georgie Porgie Mfg. Co. 21st Street Council Bluffs, Iowa.	"Soya Creme"	For pancakes, waffles, muffins, containing about 10% low-fat soya flour	Middle West, Texas, Oregon, Colorado, Ohio, North Carolina, South Carolina, Florida, Tennessee.
Pillsbury Flour Mills Co. Minneapolis, Minn.	"Golden Bake Mix"	For pancakes, waffles, muffins, containing 20% soya grits	Expected to be national. Now, all of east as far south as parts of Virginia, areas of Detroit, Cleveland, Pittsburgh, Middle West, including Chicago, St. Louis, and Milwaukee. Very soon in northern California, Portland, Oreg.
Soy Food Mills, Inc. 100 West Monroe St. Chicago 3, Ill.	"Golden Wheat-Soy Mix for griddle cakes & waffles" "Golden Wheat-Soy Mix for Muffins"	About 17% full-fat soya flour	Now distributed throughout East and Midwest throughout chain and independent grocery outlets.

<u>Company</u>	<u>Product</u>	<u>Type</u>	<u>Indicated Distribution</u>
Macaroni, Spaghetti, Noodles, etc.			
Golden Grain Macaroni Co. "Golden Grain 4715 Sixth Ave. S. Seattle, Wash.	Soyaroni"	To contain not less than 10% soya, not more than 15%	Distribution to start soon in Washington, Oregon, Idaho, Montana, Utah.
Jellum, Inc. Joliet, Ill.	"Soya Gold"	A wheat and soya flour egg noodle, not less than 15% soya	Distribution has started in Middle West. Company anticipates national distribution.
Mission Macaroni Co. Inc. Elbow Macaroni) 1102 8th South Elbow Spaghetti) Seattle, 4, Wash. Medium Egg Noodles		Both, 85% durum semolina, 15% soya flour; 85% hard wheat flour, 15% soya flour	At present, in Washington, Oregon, parts of Idaho and Montana. If results are as satisfactory as anticipated, will be distributed in California, Utah, and Wyoming.
The Pfaffman Company 6919 Lorain Avenue, Cleveland, Ohio.	"Climax" Soy Egg Noodles Soy Macaroni Soy Spaghetti Soy Sea Shells Soy Ringlets Soy ABC's Soy Egg Noodles Dehydrated Soup	About 10% soya	Health Food Stores - Distribution in 35 States.
Prince Macaroni Mfg. Co. Prince Avenue, Lowell, Mass.	Veta Roni Spaghetti Quick-Cooking Spaghetti Flat Spaghetti (called Linguine) Short-cut Macaroni Small Shells Large Shells Pastina (fine, known as Baby Food)	About 10% soya	New England, New York, New Jersey, Pennsylvania.
Quality Macaroni Co. 348-52 Macouta St. St. Paul, 1, Minn.	"Quality Brand" Soy Wheat Keets Shell-ets Sal-ets	Each about 10% soya	Minnesota, Wisconsin, Iowa, North Dakota, South Dakota, Montana, Texas, Nebraska

Indicated DistributionTypeProductCompanyBreakfast Cereals, Bakery Products, etc.

Sturdiwheat Co.
Red Wing, Minn.

"Soyawheat"

A 50-50 mixture
of soya and selected
portions of wheat

General distribution now in Minnesota, Iowa, Nebraska, North Dakota, South Dakota, western Illinois. Plan soon after January 1 to distribute in Missouri, Kansas, and later to expand further.

General Baking Co.
420 Lexington Ave.
New York, N. Y.

"Bond Bread"

Contains 3% soya
flour

Massachusetts, Rhode Island, Connecticut, New Jersey, Pennsylvania, Washington, D. C., parts of New York State, Delaware, Maryland, Virginia, West Virginia, Ohio, Indiana, southern Michigan, northern Kentucky, Missouri, Kansas, eastern Nebraska, small areas in Tennessee and Arkansas, most of Louisiana, western Mississippi.

Orowheat Baking Co.
404 Sixth St.
San Francisco, Calif.

"Soya Bread"

A specialty loaf containing 20 - 25% soya

Throughout California, Nevada, Oregon, Idaho, Washington, New Mexico, Arizona.

National Biscuit Co.
449 W. 14 St.
New York, N. Y.

"Nabisco Soyas"

Containing 20% soya
to flour

National.

"Fruited Royal"

Containing 4-2/3 of
soya to flour

Distributed in markets of Albany, Buffalo, Elmira, Glens Falls, Newburgh, Rochester, and Syracuse in New York; Newark, N.J.; Burlington, Vt.; Wilmington, N.C.; Charleston, S.C.; New Britain, Conn.; Cleveland, Ohio; Birmingham, Ala.

Cubbison Cracker Co.
3407 Pasadena Ave.
Los Angeles, Calif.

"Soya Toast"
"Soya Cookies"
"Soyfee"
"Soyetts" (crackers)

20% soya
40% soya
25% soya
30% soya

Distribution throughout the United States.

Dewey Food Products, Inc.
2251-53 N. Knox Avenue
Chicago, Ill.

"Salty Soys"

National

American Lecithin Co., Inc. "Lexo Wafers"
Elmhurst, L.I., N.Y. (lecithin filled)

Distribution in drug stores

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<u>Company</u>	<u>Product</u>	<u>Type</u>	<u>Indicated Distribution</u>
Eureka Tea Co. 500 W. 26th St. Chicago, Ill.	Yellow Pea Puree Bean Puree Potato Puree Green Pea Puree (all in 3-lb. boxes)	To contain 10-30% soya	To be packed soon mainly for <u>institutional</u> use.
The Battle Creek Food Co. Battle Creek, Mich.	Soy Protose Soy Gluten Wafers Green Soybeans in tins Soybean flour Soykee Soy Acidophilus	32% soya 42% soya 100% soya 6 1/4% soya	Health Food Store Distribution.
International Nutrition Laboratory Miller's Soya Foods Mount Vernon, Ohio	Whole Soybean Flour Soyalac Chocolate Soyalac Soy-A-Malt Soya Loaf Green Soya Beans Soya Beans with Tomato Sauce Soya Spread		Distribution scattered throughout the United States by Health Stores.
H. W. Walker Co. 918 Armitage Ave. Chicago, Ill.	Durum and Soy Macaroni, Spaghetti, Noodles. Soy Flour "Meatless Food" "Specialty prepared Soybeans" Soya Sauce Diabetic Cookies		In Health and Department Stores.

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